

Echoes of the Lost

Marketing Plan

Title: Echoes of the Lost

Subtitle: A Mystery

Author: Cindy Brown

Genre(s): Mystery/Thriller

BISAC Codes (only 4–5, as specific as possible):

- FIC022000 FICTION / Mystery & Detective / General
- FIC031010 FICTION / Thrillers / Crime
- FIC048000 FICTION / Urban & Street Lit

Format: Trade Paperback

Trim Size: 5.5" x 8.5"

Page count: 336

Warehouse date (32 days prior to pub date, always a Friday): April 10, 2026

Pub date: May 12, 2026

ISBN13: 9781947845657

Ebook ISBN13: 9781947845664

List Price: \$19.00

Print run: 2,000

Book Code Book Title Abbreviation: Echoes

Edition: First

Other books by author:

- *Macdeath*
ISBN-13, paperback, **ISBN: 9781940976693**
- *The Sound of Murder*
ISBN-13, paperback, **ISBN: 9781943390014**
- *Oliver Twisted*
ISBN-13, paperback, **ISBN: 9781635110418**
- *Ivy Get Your Gun*
ISBN-13, paperback, **ISBN: 9781635112078**
- *The Phantom of Oz*
ISBN-13, paperback, **ISBN: 9781635112924**
- *Killalot*
ISBN-13, paperback, **ISBN: 9781635114300**
- *Mystery Most Theatrical* (an anthology, contributing author)
ISBN-13, paperback, **ISBN: 9781479453610**

Author Bio

Cindy Brown's body of work defies genre, yet her serious crime fiction, humorous mysteries, disability news stories, and comedic plays all share themes of justice and community. She has been shortlisted for an Agatha Award for her debut novel, *Macdeath*, and has had over a dozen plays produced. She also was awarded a disability journalism fellowship by *Women's eNews* in 2024.

Cindy and her husband live in their favorite city in the world, Portland, Oregon, where she continues to write stories that speak to her, hoping to shine a light on the goodness that surrounds us. Connect with her via her website, cindybrownwriter.com.

Comp Titles

Title: *Macdeath*

Author: Cindy Brown

Paperback: 258

Publisher: Henery Press

Retail Price: \$15.95

ISBN-13: 9781940976693

Dimensions: 5.5 X 8.5 X .54

Pub Date: January 20, 2015

RTD Sales: 736

Title: *Extreme Vetting*

Author: Roxana Arama

Paperback: 288 pages

Publisher: Ooligan Press

Retail Price: \$18.00

ISBN-13: 9781947845381

Dimensions: 5.4 X 8.4 X .8

Pub Date: February 7, 2023

RTD Sales: 354

Title: *The Night Flowers*

Author: Sara Herchenroether

Paperback: 320

Publisher: Tin House Books

Retail Price: \$17.95

ISBN-13: 9781959030560

Dimensions: 5.4 X 8.4 X .9

Pub Date: July 23, 2024

RTD Sales: 735

Title: *Finding the Vein*

Author: Jennifer Hanlon Wilde

Paperback: 224
Publisher: Ooligan Press
Retail Price: \$16.00
ISBN-13: 9781947845244
Dimensions: 6 X 8.9 X .6
Pub Date: April 20, 2021
(RTD) Sales: 224

Title: *Thorn City: A Novel*
Author: Pamela Statz
Paperback: 304
Publisher: Ooligan Press
Retail Price: \$18.00
ISBN-13: 9781947845497
Dimensions: 5.4 X 8.4 X 1.1
Pub Date: May 14, 2024
(RTD) Sales: 132

Primary Audience

Anthony is a 54-year-old white male who lives in Bozeman, Montana. He is a retired professor that spends all his time going to the library and checking out new crime mystery/thrillers. He's a stoic and introverted guy who lost his wife to breast cancer two years ago.

Anthony doesn't travel often but when he does, it's usually to Seattle to visit his daughter, Elizabeth. He loves the moody atmosphere of the Pacific Northwest. Anthony is a type A person who likes to have everything in his life in order. It has made it difficult to grieve his wife, Lauren, but his therapist sister encourages him to find his own small ways to grieve her loss. He isn't active on social media but in addition to reading, he loves radio/podcasts like *This American Life* and NPR. He and his siblings grew up in an unstable—and at times dangerous—home with his parents until he was nineteen and able to get a place for himself and his two siblings. He'll read this book because of the similarities he sees in himself and Ster, as well as the unique cast of characters that are unlike the crime solvers of his usual books.

Tipsheet Primary (One Sentence):

Our primary audience consists of fans of the crime detective genre (55-75) who are recently retired, dealing with grief, and enjoy solving a good puzzle.

Secondary Audience

June is a 35-year-old white woman getting her Master's in Marriage and Family Therapy at Lewis and Clark Graduate School in Portland, Oregon. On Tuesdays and Sundays, she volunteers at the Blanchet House in northwest Portland, serving food to the houseless or making free supply bags.

June is an avid reader who primarily reads mystery and family-centered dramas, as she likes to be on the edge of her seat trying to guess what comes next. She has grown up around houseless folks in Portland her whole life. June knows many of them in her neighborhood by name, and regularly bakes holiday treats for them in December. She wants to see them exist in a world that recognizes their worth. She loves crime podcasts like *Serial* and *My Favorite Murder*. June is a hopeful optimist. She is aware of the cruelties of man, but hopes that by engaging with her community, voting during elections, and volunteering, she can help leave a small but significant mark of good in the world.

TipSheet Secondary (One Sentence):

Our secondary audience (35-55) are active, dedicated community members. They are looking for books that deal with found family, houselessness, and true crime.

Hook

One retired detective. One frightened boy. One daring librarian. The case that will unravel everything. A tense, emotional mystery perfect for fans of Michael Connelly and Liz Moore.

Description/Back Cover Copy

He usually had something to go on: a body, a name, a weapon . . . What did he have now?

Retired detective Ster McCaffrey has lived in isolation since the death of his beloved wife. Recently disabled from a traumatic brain injury, his quiet life is interrupted when he wakes in the dead of night to find a child sobbing on his doorstep—leaving him with more questions than answers.

After learning that the boy and his missing mother are unhoused with no official investigation underway, Ster decides to solve the mystery himself. To do so, he'll need to interview a community whose voice is rarely heard: the houseless of Portland, Oregon. Diving deeper into their tight-knit circle, Ster realizes trust is hard-won, and answers even more so. The further he goes, the more difficult it is to tell where the case ends, and his past begins.

With threats to his home, new evidence found in the river, and signs pointing to murder—friends and enemies are closer than Ster realizes. Only one thing is clear: the boy is in grave danger.

For fans of Cindy Brown's *Macdeath*, now comes a fresh take on classic crime thrillers.

SEO Keywords

Crime;thriller;private investigator;disabled cop;houseless community;missing persons;cold case;urban;murder;emotional suspense;retired;investigation;secrets;trauma;grief;betrayal;clues;lies;deception;reconnection;TBI;abandoned child;foster care;found child;homeless;street life;police procedural;detective;Jane

Doe;disability;mental health;PNW;pacific northwest;PDX;Portland Oregon;rose city;public transit;river;adoption;single father;victim;classism

Thema Codes

Thema code 1 (main): FFD Crime and mystery: private investigators / amateur sleuths

1KBB-US-WPNRP: Relating to Portland in the Pacific Northwest

Thema code 2: FFL Crime and mystery: hard-boiled crime, noir fiction

3MRBF: c 2010 to c 2019

Thema code 3: FHP Thriller / suspense fiction: Political / legal thriller

5LKS: Relating to late adulthood / old age

Trade Reviewers

- *Shelf Awareness*
- *Library Journal*
- *School Library Journal*
- *Publishers Weekly*
- *The Bookseller*
- *Publishing Perspectives*
- *Foreword Reviews*

Blogs

- *Murder & Mayhem*
- *Sleuths & Sidekicks*
 - Already has an article on [Detective's With Disabilities](#).
- *Sisters in Crime*
 - The premier crime writing association focused on equity and inclusion in our community and in publishing.
- *Lesa's Book Critiques*
 - <https://lesasbookcritiques.blogspot.com/>
 - Lesa has been a library manager/administrator for over thirty years. They share books and authors, with an emphasis on mysteries. They won the 2009 and 2010 Spinetinger Awards for Best Reviewer.
- *Crime by the Book*
 - <http://crimebythebook.com>
 - An aesthetic crime/mystery blog by Abby who believes there is a crime novel out there made for everyone.
- *The Rap Sheet*
 - <http://therapsheet.blogspot.com/>
- *Vilma Iris*
 - <https://vilmairis.com/about/>
- *Crime Review*
 - <http://www.crimereview.co.uk/page.php/static/4>

- *A Life in Books*
 - <https://alifeinbooks.co.uk/contact-me/>
- *From First Page to Last*
 - <https://fromfirstpagetolast.wordpress.com/>
- *The Oddness of Moving Things*
 - <https://geoffwhaley.com/>

Podcasts & Radio

- *Mysterypod*
- *Read or Dead*
 - A bi-weekly mystery fiction podcast run by *Book Riot* insiders Katie and Rincey.
- *Meet the Thriller Author*
 - Interviews with writers of mystery, thriller, and suspense books. Host: Alan Peterson.
- *The Crime Cafe*
 - Host: Debbi Mack. "*The Crime Cafe* is your source for great mystery, suspense, noir, and thriller reading. New York Times bestselling author Debbi Mack interviews top crime writers every other week."
- *Between the Covers*
 - Local Portland podcast. "These long-form in-depth conversations have been singled out . . . as one of the most notable book podcasts for writers and readers around."
- *Dig the Plot*
- *Between the Covers*
- *City Cast*
- *The Sample Chapter Podcast*

Print Media

- *The Oregonian*
- *Willamette Week*
- *The Portland Mercury*
- *The Portland Tribune*
- *Portland Monthly*
- *Oregon Live*
 - Featured one of Cindy Brown's previously published works.

Online Media:

- CrimeReads.com
- The Best Thriller Books
- *NW Book Lovers*
- Hey Portland Newsletter
- *Deadly Pleasures Online Mystery Magazine*
- *Novel Suspects*

- <https://www.novelsuspects.com/>

Social Media

Facebook

- Book of the Month
- PNW groups that support local endeavors
- Detective mystery novel book recommending groups
- Oregon/PNW writers groups

Instagram

- @crimebythebook
 - <https://www.instagram.com/crimebythebook/>
 - An aesthetic crime/mystery page by Abby who believes there is a crime novel out there made for everyone.
- @mysteryreviewcrew
 - They write book reviews for all things mystery.
 - 607 followers
- @the_mystery_reader
 - 2,826 followers
- @thebookreviewcafe
 - A UK Book Blogger who loves mystery.
 - 2,610 followers
- @silversreviews
 - They read historical fiction, mystery, and women's fiction.
 - 3,192 followers
- @emhoardsbooks
 - Emily reads YA, fantasy, LGBTQ, romance, horror, and science fiction.
 - 1,687 followers
- @book.nosed
 - Ames in Portland reads nonfiction, mystery, & fiction.
 - 2,591 followers
- Book of the Month
- PNW groups that support local endeavors
- Detective mystery novel book recommending groups
- Oregon/PNW writers groups

Book Clubs

- Murder By the Book
 - This is a Zoom book club by a Portland author.
- Mystery Book Club
 - Meets at Barnes & Noble in Clackamas.
- Rock Readers Book Club

- Hosted by the Gladstone Library
- T.C. O'Leary's Literary Society
 - Hosts a seasonal bookclub, and *Echoes of the Lost* could be promoted as a good fall/winter mystery pick.
- Pageturners
 - This is a book club in the Multnomah County Library system.
- Rose City Book Pub
- Bloody Thursdays
 - Sponsored by [Friends of Mystery](#). All meetings at 7:30 p.m. at the NW Neighborhood Cultural Center, 1819 NW Everett.
 - Social Hours at 7 p.m. precede each meeting.
 - To find out more (and to join), write to Friends of Mystery, PO Box 8251, Portland, OR 97207, or contact Jay Margulies, 503-241-0759.
 - Bloody Thursdays take place five times per year in September, November, January, March, and May.
 - Meetings begin at 7 p.m and every meeting is free and open to the public.
 - To receive an electronic copy of the Blood-Letter, their newsletter, send e-mail to info@friendsofmystery.org.
- Friends of Mystery
 - They meet the 3rd Wednesday of each month at 7 p.m. at the auditorium of Providence Good Samaritan Hospital, 1040 NW 22nd Ave. Free parking available in the hospital garage. For more information call 503-241-0759.
 - <https://www.friendsofmystery.org/>
- Ashland Mystery Readers Group
 - They meet on the second Friday of each month at 6 p.m. at Bookwagon New and Used Books.
 - booksandoldlace.com.
- Seattle Mystery Lovers
 - They meet via Zoom on the last Sunday of every month from 4:30–6 p.m. PST
 - <https://seattlemysterylovers.com/>

Physical Booksellers

Mystery themed bookstores:

- The Mysterious Bookshop (NY)
 - The oldest mystery-themed bookstore in the U.S.
- Murder By The Book (TX)
- Mystery to Me (WI)
- The Cloak and Dagger (NJ)
- Once Upon a Crime (MN)
- Raven's Book Store (KS)
- The Poisoned Pen (AZ)
- Mysterious Galaxy Bookstore (CA)
- Mystery Loves Company (MD)

Local:

- Annie Bloom's
- Powell's
- Broadway Books
- Bold Coffee & Books
- Spoke & Word Books

Message to Reader

Our differences can unite us in fighting against common evils, solving mysteries, and saving the day.

Key Selling Points

- **Proven Author Sales Track:** Cindy's sales for her previous books have both been steady and higher than Ooligan's typical range, and she has many media contacts in her genre that will help boost sales and promotion of the book.
- **Detective with Heart:** Broad appeal for classic crime readers as Ster works to solve the mystery of the boy's missing mother. The stakes are raised when Ster realizes his estranged daughter might be related to the case.
- **Relatable Main Character:** As Ster struggles with the loss of his beloved wife, he also learns how to be "retired," and learns to deal with his new disability. Additionally, he navigates caring for his new foster son. Many readers will be able to relate to Ster's struggle to find a new normal.
- **A Gloomy City, Perfect for Murder:** Explore Portland's underbelly and the rainy streets of downtown as Ster works to solve the case. Readers will enjoy how the city's dreary landscape adds to this tale of crime and intrigue.
- **Realistic Disability Representation:** The main character is navigating the difficulties of a traumatic brain injury. This perspective is a refreshing depiction of a person with a disability navigating through the world differently.
- **The Houseless are Heard:** Readers will feel intrigued by how Ster's investigation hinges on the testimonies from the unhoused on the streets of Portland.

Marketing and Publicity Highlights

- Promote the book on National Private Investigator Day (July 24, 2026), National Foster Care Day (May 5, 2026), Brain Injury Awareness Month (March), National Mystery Month (May), National Crime Reading Month (June), and National Homelessness Awareness Month (November) with social media campaigns and sustaining content.
- Highlight the story's setting by collaborating with local businesses mentioned in the manuscript, such as Virginia Cafe, Huber's, RadioCab, and Society Cafe & Lounge.
- Independent Bookseller Outreach with mystery-focused bookstores like: The Mysterious Bookshop (NY), Murder By The Book (TX), Mystery to Me (WI), The Cloak and Dagger (NJ), Once Upon a Crime (MN), Raven's Book Store (KS), The Poisoned Pen (AZ), Mysterious Galaxy Bookstore (CA), and Mystery Loves Company (MD).

- Reach out to mystery book clubs like Murder By the Book, Mystery Book Club at Barnes & Noble in Clackamas, T.C. O'Leary's Literary Society, Pageturners (book club in the Multnomah County Library system), Friends of Mystery Reading Group (Bloody Thursdays). See if they want to read *Echoes of the Lost* as their book of the month.
- Independent Bookseller Outreach with local bookstores: Powell's, Annie Bloom's, Broadway Books, Up Up books, and Rose City Book Pub.
- Pursue author interviews and book discussions with radio outlets and podcasts such as mystery-themed podcasts and radio shows for potential promotion.
 - KBOO—Portland Radio Station with *Between the Covers* book talk
 - XRay FM—Portland Radio Station with NW book talk show
- We will host a giveaway tie-in bundle to help support other backlist titles like *Extreme Vetting*, *Finding the Vein*, or *Thorn City*.
- Target reviews from major media outlets such as *Publishers Weekly*, *Shelf Awareness*, *Booklist*, *Library Journal*, *Kirkus Reviews*, *BuzzFeed*, *HuffPost*, book review magazines, local newspapers in the Pacific Northwest, and others chosen for their relevance dealing with crime fiction, disability representation, houselessness, and mental illness.
- Coordinate with Cindy to promote the book on her social media (Facebook, Instagram, and X) and website.

Awards

- The Edgar Allan Poe Awards from Mystery Writers of America
 - <https://mysterywriters.org/edgars/>
- Spotted Owl Award from Friends of Mystery (goes to best Pacific Northwest mystery)
 - <https://www.friendsofmystery.org/awards/about-the-spotted-owl-award/>
 - Submission deadline: Mysteries are considered each spring by a group of volunteers.
- International Thriller Writers Award
 - <https://thrillerwriters.org/thriller-awards/>
 - Submission deadline: 2023's deadline was December 31, 2024.
- The Agatha Award
 - <https://www.malicedomestic.net/agatha-award-process>
 - Everyone who is registered for or becomes a Friend of Malice by December 31 of any given year will receive a nomination ballot in early January.
- PNBA Spring Pop-Up:
 - The Pacific Northwest Booksellers Association announced two events designed to help connect regional publishers with Northwest booksellers.
 - The 2025 Spring Pop-Up will take place in April with events in Sisters and Bend, Oregon. The 2025 Fall Trade Show will be held in Spokane, Washington, in September.
- Mystery Readers International Macavity Award (<https://mysteryreaders.org/>)
 - Submission deadline: TBD
- Independent Book Publishers Association Award (Fiction: Mystery & Thriller)
 - <https://www.ibpabookaward.org/how-to-enter>

- Submission deadline: From October 2026–December 2026 (extrapolated from 2024 deadlines)
- Fee: \$234 for non-IBPA members (\$99 for additional entries), or \$99 for IBPA members
- Foreword Reviews Indies Award (<https://publishers.forewordreviews.com/awards/>) (categories: Mystery & Suspense/Thriller)
 - Submission deadline: October 2026 (early bird 1), December 2026 (early bird 2), or March 2027
 - Fee: 1 category: \$79 (early bird 1), \$89 (early bird 2) or \$99.
- Pacific Northwest Book Awards (PNBA)
- Foreword Indies Awards (INDIES)
- Oregon Book Awards (Literary Arts' OBA)
- PubWest (Design only)

Book Launch

- Annie Bloom's
- Broadway Books
- Powell's Books
- Up Up Books
- Rose City Book Pub
- Spoke & Word Bookstore